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fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET

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TRAFALGAR 9-2343

1958

18th YEAR · A WEEKLY PUBLICATION

january

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january – 1959

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february – 1959

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march – 1959

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING SATURDAY, OCTOBER 18, 1958		
Thursday Oct. 16 9:30 A.M. Coffee	PREVIEW: CHRISTIAN DIOR SHOES BY ROGER VIVIER	BONWIT TELLER	2ND FLOOR SHOE SALON
	Bonwit Teller will invite the press to a showing of Christian Dior Shoes, designed by Roger Vivier. By invitation. Contact: Bud Calisch, JU. 2-9090.		
Thursday Oct. 16 9:30 A.M. Coffee	OPENING OF RESORT & SPRING COLLECTION	LENTZ DIMUNITIVES	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	"Petite Sizes Exclusively"--daily showings at 9:30 A.M. and 3:30 P.M. Contact: Isabel Mendelsohn, LO. 4-5316.		
Thursday Oct. 16- Nov. 15	SPRING AND SUMMER FABRIC SHOW	HARPER'S BAZAAR	572 MADISON AVENUE SHOWROOM - 11TH FLOOR
	Semi-annual fabric show, continuing daily through Nov. 15, 10:00 A.M.-4:00 P.M. For special appointments, contact: Esther Lyman, PL.1-2100.		
Friday Oct. 17 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING FASHIONS	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Lee Claire will present the Spring collection to press and buyers. By invitation. Beginning Mon., Oct. 20, luncheon showing at 12:00 Noon. By appointment. Contact: Jack Sulzer, WI. 7-9470.		
	WEEK BEGINNING SUNDAY, OCTOBER 19, 1958		
Sunday Oct. 19 1:00 P.M. Brunch	FUR FASHIONS AT SUNDAY BRUNCH	HARRY L. HAMMER OF CALI FURS	HAMPSHIRE HOUSE FOUNTAIN ROOM
	"Pink Champagne and Roses"--couture fur fashions by Harry L. Hammer of Cali. Hats: John Frederics. Pearls: Marvella. Reservations--$3.75; contact: Mr. Gilbert, CI. 6-7700. Fashion Show Dir.: Peggy Cantor Assoc., MU.9-8542.		
Monday Oct. 20 8:30 A.M.- 10:30 A.M.	PRESS PREVIEW: SPRING SHOE FASHIONS	I. MILLER & SONS, INC.	EMPIRE STATE BLDG. 71ST FLOOR
	Designer Andre Perugia will be present at I. Miller's press preview of Spring shoe fashions. By invitation. Publ.: Ruth Hammer Assoc., EL. 5-7872.		
Postponed Oct.20	ARNOLD CONSTABLE'S PRESS PREVIEW OF NEW FASHION FLOOR, ORIGINALLY SCHEDULED FOR OCT. 20 AT 10:30 A.M., HAS BEEN POSTPONED TO OCT. 27 (See Page 6).		
Monday Oct. 20 2:30 P.M.	PREVIEW: CLOTHES FOR THE PHYSICALLY HANDICAPPED	HELEN COOKMAN; AND DR. HOWARD RUSK	N.Y.U. MEDICAL CENTER 550 FIRST AVENUE
	Dr. Howard Rusk will present to the press the first showing of Helen Cookman's specially designed collection for physically handicapped men and women, to be held at the N.Y. University Medical Center, Alumni Auditorium. (Note Change Of Place). By invitation. Publicity: Kay Bardsley at Rose Hilton, 475 Fifth Avenue, MU. 5-5133.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 20 4:00 P.M. Cocktails	PREVIEW OF AMERICAN DESIGNED FASHIONS	AMERICAN RAYON INSTITUTE	SHERATON-EAST HOTEL BALLROOM
	The American Rayon Institute will salute New York as a "Port of Fashion Authority", highlighting world-inspired American designed fashions for apparel and the home. Showing at 4:30 P.M. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.		
Monday Oct. 20 4:00 P.M.	PRESS PREVIEW OF SPRING FASHIONS	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Preview of Hannah Troy's Spring collection. By invitation. Thereafter at 1:00 P.M., Oct. 21, 22, 23, 28, 29, 30, Nov. 4, 5, 6. Publicity: Barbara McGinniss, LO. 3-0988.		
Beginning Monday Oct. 20	SHOWING OF RESORT & HOLIDAY RAINWEAR	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Resort and Holiday collection designed by Adele Lawrence at continuous daily showings. Contact: Norman Lawrence, CH. 4-3815.		
Monday Oct. 20- Oct. 24	OPENING OF SPRING SHOE COLLECTIONS	GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL MEMBERS' SHOWROOMS
	Members include: Delman, Evins, Fox Shoe Co., Jerro Bros., Margaret Jerrold, Herbert Levine, Frank Lipare, Inc., John Marino & Sons, I. Miller & Sons, Newton Elkin, Palter deLiso, Wolsam Ltd. and Zuckerman & Fox (Julianelli). Contact: John Jerro, MU. 4-3191.		
Monday Oct. 20- Nov. 15	SHOWINGS OF RESORT AND SPRING ITALIAN FASHIONS	FOUR ITALIAN DESIGNERS	SAVOY-HILTON HOTEL
	Showings of Resort and Spring collections by four Italian designers: Balestra di Roma; Baroness Gallotti; Gattinoni de Roma; Marucelli di Milano. By appointment. Contact: Madelyn Fio Rito Assoc., EL. 5-2600.		

SPRING-RESORT OPENINGS: MEMBERS FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

TUESDAY, OCT. 21				
Rudolf Gowns	10:30 A.M.	530	7th (12 Fl)	WI. 7-6865
Wm. Fox-Visioni Corp.	1:00 P.M.	498	7th (18 Fl)	CH. 4-2659
Hannah Troy, Inc.	1:00 P.M.	530	7th (2 Fl)	LO. 3-0988
David E. Gottlieb Inc.	1:15 P.M.	530	7th (4 Fl)	LO. 5-2727
A. Goodman & Co., Inc.	2:30 P.M.	530	7th (17 Fl)	WI. 7-4077
David Levine Co.	2:30 P.M.	530	7th (21 Fl)	LA. 4-0237
Harmay	4:00 P.M.	498	7th (22 Fl)	PE. 6-5547
Myron Herbert, Inc.	4:00 P.M.	530	7th (20 Fl)	LO. 4-6830
Grobe Originals, Inc.	Continuous daily.	498	7th (16 Fl)	BR. 9-8394
WEDNESDAY, OCT. 22				
Herbert Sondheim, Inc.	10:30 A.M.	530	7th (20 Fl)	LA. 4-7540
Jobere, Inc.	11:45 A.M.	530	7th (30 Fl)	PE. 6-1938
Harvey Berin Ltd.	1:00 P.M.	530	7th (7 Fl)	PE. 6-0206
Grabois.	1:15 P.M.	498	7th (5 Fl)	CH. 4-2767
Nat Kaplan, Inc.	1:15 P.M.	498	7th (21 Fl)	LO. 5-4115
Branell.	2:30 P.M.	530	7th (27 Fl)	PE. 6-6983
Paul Parnes Corp.	2:30 P.M.	498	7th (10 Fl)	CH. 4-4600
Rosalie Macrini, Inc.	4:00 P.M.	550	7th (11 Fl)	CH. 4-2655
Samuel Winston, Inc.	4:00 P.M.	530	7th (11 Fl)	CH. 4-2617
Ben Barrack, Inc.	Continuous daily.	498	7th (7 Fl)	LO. 4-3932
Martin Simon, Inc.	Continuous daily.	498	7th (7 Fl)	LA. 4-2877

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 21 9:30 A.M.	OPENING OF RESORT & SPRING COLLECTION	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Collection designed by Helena Barbieri, with showings thereafter on Oct.22, 23, 28, 29, 30 at 9:30 A.M. Contact: CH. 4-3169.		
Tuesday Oct. 21 10:00 A.M. Coffee	PREVIEW OF SPRING SHOE COLLECTION	RUDI GERNREICH (LOS ANGELES)	HOTEL ALGONQUIN ROOM 306
	Spring shoes designed by Rudi Gernreich, with a small collection of fashions and accessories. For shoe editors and buying offices. By invitation. Contact: Miss Hilary S. Cole, WI. 7-3875.		
Tuesday Oct. 21 11:00 A.M. Buffet	PREVIEW: HOLIDAY, RESORT AND SPRING MILLINERY	MISS MARY	37 WEST 57TH STREET SALON
	Miss Mary will present her Holiday, Resort and advance Spring millinery collection to the press and buyers. By invitation. Publicity: Maud Moody, 240 Madison Avenue, LE. 2-5562.		
Tuesday Oct. 21 12:00 Noon Luncheon	NINTH ANNUAL CONVENTION PROGRAM	THE FRAGRANCE FOUNDATION, INC.	WALDORF-ASTORIA
	Cocktail reception and luncheon at 12:00 Noon, followed by a meeting on topics of vital interest to the fragrance industry. Tickets for luncheon: $15.00 each. Reservations: YU. 6-9177. Publicity: Rose M. Harten at Hill & Knowlton International, OX. 7-5600, Ext. 364.		
Tuesday Oct. 21 1:15 P.M.	OPENING: RESORT AND SPRING COLLECTION	GOTHÉ	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Showing of cocktail and evening dresses. Thereafter by appointment. Contact: Lucille Gordon, LO. 5-2727. Publ.: Nona James, MU. 5-4834.		
Tuesday Oct. 21 2:30 P.M.	OPENING OF RESORT AND SPRING COLLECTION	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Showings Oct. 21, 22, 23, 28 and 30 at 2:30 P.M.; Oct. 29 at 9:30 A.M. Contact: Miss Fritzi, LA. 4-0237.		
Tuesday Oct. 21 4:00 P.M.	PREVIEW: CRUISE, RESORT AND SPRING FASHIONS	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Harmay will present their collection of dresses, costumes and suits. By invitation. Thereafter at 4:00 P.M. Contact: PE. 6-5547. Publicity: Pauline Greene, Charles J. Charney, PL. 7-0955.		
Tuesday Oct. 21 4:00 P.M.- 6:00 P.M. Tea	MILLINERY SHOW: SALUTE TO THE UNITED NATIONS	MILLINERY INSTITUTE OF AMERICA	WALDORF-ASTORIA STARLIGHT ROOF
	"International Millinery Day"--a showing of hats by the Millinery Creators of America for benefit of American Association for United Nations. Tickets: $7.50. Contact: LO. 4-7800. Publicity: Mark Foster at Communications Counselors, OX. 7-7330.		
Tuesday Oct. 21 6:30 P.M. Cocktails-Dinner	SCHIFFLI FASHION AWARDS DINNER	SCHIFFLI LACE AND EMBROIDERY INSTITUTE	HOTEL COMMODORE BALLROOM
	Second Annual Schiffli fashion awards, with presentation of placques for outstanding use of American Schiffli Embroidery in fashions & home furnishings. Tickets: $20.00. Contact: Schiffli, 591 Summit Ave., Jersey City, SWarthmore 5-2347.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 21 6:30 P.M.- 9:30 P.M.	WEEKLY FASHION CAREER COURSE	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	29 WEST 39TH STREET ENG. SOC. AUDITORIUM
	Subject: "The Myriad Facets of Buying". Moderator: Marjorie Reich, Macy's. Panel: Marianne Charlier, Bergdorf Goodman; Mildred Finger, Ohrbach's; Rita Perna, Montgomery Ward; Ida Sciolino, Bloomingdale's. Each session: $2.50 (except Nov. 25, $3.50). Chrmn: Jeanne Pierre. Contact: CI.7-3940.		
Wednesday Oct. 22 9:00 A.M. Breakfast	PRESS PREVIEW: SPRING DRESS COLLECTION	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
	Showing at 9:30 A.M. By invitation. Trade at 2:30 P.M. Contact: PE.6-6983. Publicity: Eleanor Lambert, MU. 8-2130.		
Cancelled Oct. 22	THE NATIONAL SHOE FAIR PRESS CONFERENCE, ORIGINALLY SCHEDULED FOR WED., OCT. 22 AT 9:30 A.M., AT HOTEL ASTOR, HAS BEEN CANCELLED.		
Wednesday Oct. 22 10:30 A.M.	PREVIEW: RESORT AND SPRING COLLECTION	MARTINI DESIGNED	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	By invitation. Thereafter at 10:30 A.M., Oct. 23, 28, 29, 30. By appointment. Contact: Jerome Silverman, LO. 4-0616.		
Wednesday Oct. 22 11:30 A.M.	PRESS PREVIEW OF SPRING COATS & SUITS	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	George Carmel's Spring coat and suit collection at preview for the press. By invitation. Trade showings thereafter Oct. 28, 29, 30, Nov. 4, 5, 6, 11, 12 and 13 at 10:30 A.M. Contact: Estelle Schwarz, LA. 4-3310.		
Wednesday Oct. 22 11:45 A.M. Luncheon	RESORT AND SPRING DRESS COLLECTION	JOBERE	530 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
	Thereafter luncheon showings at 11:45 A.M., Oct. 23, 28, 29, 30. By reservation. Contact: Joseph Speaker, PE. 6-1938.		
Wednesday Oct. 22 12:30 P.M. Luncheon	FALL AND WINTER FASHIONS AT LUNCHEON	MINGOLINI-GUGENHEIM OF ROME	HOTEL PLAZA TERRACE ROOM
	Daytime to evening Fall and Winter collection shown during luncheon. Press by invitation. Public by reservation; contact: "Banquet Dept"., PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Wednesday Oct. 22 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON	JEANNE ROUSSEL (25 WEST 57TH ST.)	HOTEL PIERRE ROOF GARDEN
	Jeanne Roussel presentation of Fall daytime through evening fashions. Press by invitation. Public by reservation; contact: "Andre", TE. 8-8000. Pierre Fashion Director: Anne Taylor, TE. 8-8000.		
Wednesday Oct. 22 1:15 P.M.	OPENING: SPRING COLLECTION	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Sylvia Kaplan will present her collection of daytime, late day dresses and ensembles. By reservation. Daily thereafter at 1:15 P.M. Contact: Genevieve Cawley, LO. 5-4115. Publicity: Rose Hilton, MU. 5-5133.		
Wednesday Oct. 22 1:15 P.M.	RESORT-SPRING FASHIONS DESIGNED BY GASTON MALLET	ARTHUR L. LEWIS, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	The first Gaston Mallet designed Resort and Spring collection for Arthur Lewis. Thereafter Oct. 23, 28, 29, 30, Nov. 4, 5, 6, at 1:15 P.M. Contact: PE. 6-6250.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Oct. 22 4:00 P.M.	PREVIEW OF SPRING COLLECTION	ROSALIE MACRINI	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Rosalie Macrini will preview her Spring collection of cocktail and evening fashions. By invitation. Thereafter Oct. 27, 28, 30, Nov. 3, 5 at 4:00 P.M. Contact: Jo MacLeod, CH. 4-2655.		
Wednesday Oct. 22 4:00 P.M.	PRESS PREVIEW: RESORT AND SPRING COLLECTION	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
	Press showing of Vera Maxwell's complete collection. For resident buyers, Wed., Oct. 22, at 12:00 Noon; Trade, Thurs., Oct. 23 at 4:00 P.M. Thereafter Tues., Wed., Thurs. at 12:00 Noon. By invitation. Contact: Terry Parker; Publicity: Virginia Dickson, LO. 3-4358.		
Wednesday Oct. 22 5:00 P.M. Cocktails	PREVIEW OF SWISS COTTON FASHIONS	SWISS COTTON AND EMBROIDERY INDUSTRY	HON. HANS GASSER 1 GRACIE SQUARE
	The press will be invited to a showing of Resort and Spring Swiss cotton and embroidery fashions at the home of the Swiss Consul General. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.		
Thursday Oct. 23 9:30 A.M. Coffee	PREVIEW: INFANTS TO TEENAGE IMPORT FASHIONS	OHRBACH'S	6TH FLOOR INFANT DEPT.
	"Young Import Collection"-- showing of import fashions from Belgium, England, France, Ireland, Italy and Switzerland -- infants to size 14 for girls; 1 to 6 for boys. By invitation. Publicity: Mark Klauser, OX.5-4000.		
Thursday Oct. 23 10:30 A.M.	OPENING OF SPRING COLLECTION	EDWARD ABBOTT, INC. WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Showing of Edward Abbott's Spring collection designed by Wilson Folmar. Thereafter, Oct. 24, 27, 28, 29, 30 at 10:30 A.M. By appointment. Contact: Bill Laird, LA. 4-8490.		
Thursday Oct. 23 12:00 Noon Luncheon	SPRING AND SUMMER FABRICS LUNCHEON	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	Speaker: Estelle Hamburger. Subject: "Of Material Importance". Co-chmn.: Ann Boucher and Vee Rafdal. Prices: $8.00, members; $9.00, guests. Exhibit from 10:00 A.M.-3:00 P.M.; $1.00 at door for non-holders of luncheon tickets. Contact: CI. 7-3940.		
Thursday Oct. 23 1:15 P.M.	PRESS PREVIEW OF SPRING COLLECTION	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Oleg Cassini will present his Spring collection to the press. By invitation. Thereafter, Oct. 23, 24, 28, 29, 30 at 1:15 P.M. Contact: Kay McGowan, LO. 5-6453. Publicity: Alfred Davidson Assoc., PL. 5-0868.		
Thursday Oct. 23 4:00 P.M.	OPENING: RESORT-SPRING DRESS COLLECTION	ARNOLD-FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
	Complete Resort and Spring dress collection, designed by Kasper for Arnold-Fox, at 4:00 P.M., Oct. 23, 28, 29. Contact: CH. 4-3914.		
Friday Oct. 24 8:30 A.M. Breakfast	PREVIEW OF SPRING SPORTSWEAR COLLECTION	DU PONT	STATLER HILTON HOTEL SKYTOP ROOM
	Du Pont will preview Spring sportswear, blouses and sweaters in Du Pont fibers. For buying offices, by invitation. Contact: Louise Petry, LO. 3-6400, Ext. 468.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Oct. 24 2:00 P.M.	OPENING: RESORT AND SPRING DRESSES	REMBRANDT FROCKS, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Showing of Rembrandt's Resort and Spring collection, daily at 2:00 P.M. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.		
Postponed Oct. 24	THE OPEN HOUSE SHOWING OF SPRING COLLECTION BY PERSONAL FASHIONS, ORIGINALLY SCHEDULED FOR FRIDAY, OCT. 24, HAS BEEN POSTPONED TO THURS., NOV. 6.		
Sunday Oct. 26 2:00 P.M. Brunch	BRUNCH TO HONOR "KEY WOMEN OF THE YEAR"	FEDERATION OF JEWISH PHILANTHROPIES OF N.Y.	WALDORF-ASTORIA STARLIGHT ROOF
	Brunch by Fashion Division of Federation of Jewish Philanthropies of N.Y. to honor "Key Women of the Year": Eleanor Roosevelt (designated as the "Woman of the Century"); Leona Baumgartner, Shirley Booth, Jean Dalrymple, Enid Haupt and Renata Tebaldi. Co-chmn. Nettie Rosenstein and Tobe. Brunch: $6.00. Contact: June Walker, PL. 1-1000, Ext. 341.		
Monday Oct. 27 10:30 A.M.	PRESS PREVIEW: NEW FASHION FLOOR	ARNOID CONSTABLE	THIRD FLOOR
	Arnold Constable will preview their new third floor for dresses and coats, with a showing of Fall fashions. (Note Change Of Date). By invitation. Publicity: Gloria Geis, MU. 5-2300.		
Monday Oct. 27 10:30 A.M.; 11:30 A.M.	OPENING OF SPRING COLLECTION	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Leonard Arkin's Spring collection at 10:30 A.M.; Andrew Arkin's at 11:30. Daily thereafter at same hours. Contact: Lois Lapper, WI. 7-5324.		
Monday Oct. 27 2:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION	MERVIN ROSS, INC.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	By invitation. Continuous thereafter. Contact: Miss Kitty, BR. 9-9570.		
Monday Oct. 27 3:00 P.M.	PREVIEW: RESORT & SPRING COLLECTION	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Preview for press of Resort and Spring collection. By invitation. Thereafter Oct. 28, 29, 30, Nov. 4, 5, 6, 12, 13 at 2:30 P.M. By reservation. Contact: Eleanor Stoner, LA. 4-6968.		
Monday Oct. 27 4:30 P.M.	PRESS PREVIEW: RESORT AND SPRING COLLECTION	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	By invitation. Showings at 10:30 A.M., Oct. 29, 30, 31, Nov. 7, 9. Contact: Estelle Marr, LA. 4-9350.		
Beginning Monday Oct. 27	OPENING: RESORT AND HOLIDAY COLLECTION	MARY BLACK OF LONDON, INC.	18 EAST 50TH STREET SHOWROOM - 10TH FLOOR
	Showing of Mary Black's Resort and Holiday collection of imported laces, warped taffetas, chiffons and brocades. Continuous thereafter, by appointment. Contact: Miss Maidy or Miss Carol, PL. 8-2014.		
Monday Oct. 27 8:00 P.M.	OPENING NIGHT OF OPERA SEASON	METROPOLITAN OPERA	MET. OPERA HOUSE BROADWAY & 39TH ST.
	"Diamond Jubilee" of the Metropolitan Opera (1883-1958), presenting Puccini's "Tosca" with Renata Tebaldi, Mario Del Monaco, George London, Alessio De Paolis and George Cehanovsky. Publicity--Diamonds: N. W. Ayer & Son, PL. 7-5700; Metropolitan Opera: Francis Robinson, PE. 6-1200.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Postponed Oct. 28	WM. DEVITZ PREVIEW OF COATS AND SUITS, ORIGINALLY SCHEDULED FOR OCT. 28, HAS BEEN POSTPONED TO WED., NOV. 5 AT 10:30 A.M. (See Page 9).		
Tuesday Oct. 28 10:00 A.M.	OPENING OF RESORT & SPRING COLLECTION	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	The Adele Simpson complete Resort and Spring collection at 10:00 A.M. Oct. 28, 29, 30, Nov. 4, 5, 6, (Note Change of Date). Spring collection only, 5:00 P.M., Oct. 29, 31, Nov. 5, 7. By invitation. Contact: LA. 4-7626.		
Beginning Tuesday Oct. 28 10:00 A.M.	OPENING OF RESORT & SPRING COLLECTION	REN REIG, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Showings Tues., Wed., Thurs. at 10:00 A.M. By appointment only. Contact: CH. 4-1542.		
Tuesday Oct. 28 10:30 A.M.	PRESS PREVIEW: RESORT AND SPRING COLLECTION	CHRISTIAN DIOR-NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Yves St. Laurent, designer for Christian Dior, will be present at the preview of their New York Spring collection; also at the 2:30 P.M. buyer showing. By invitation. Showings at 2:30 P.M., Oct. 29, 30, Nov. 4, 5, 6. Publicity: Dorothy Smith, LO. 4-9220.		
Tuesday Oct. 28 10:30 A.M.	OPENING OF SPRING AND RESORT COLLECTION	MALCOLM CHARLES, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Fashions designed by Frank Adams. Thereafter daily at 10:30 A.M. Contact: Muriel Morris, IA. 4-7690. Publicity: Laura Cantor, IA. 4-7690.		
Tuesday Oct. 28 10:30 A.M.	OPENING: RESORT & SPRING PETITES COLLECTION	PAUL PARNES CORP. ("PARNET")	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	"Parnet" collection for petites, designed by Lawrence Gaines, at 10:30 A.M. daily. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.		
Tuesday Oct. 28 11:30 A.M.	PRESS PREVIEW OF SPRING COLLECTION	ARE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Designed by Belle and Will Saunders. By invitation. Thereafter at 11:30 A.M. Publicity: Betty Yarmon, LO. 4-9194.		
Tuesday Oct. 28 12:00 Noon	PREVIEW OF SPRING COATS AND SUITS	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Seymour Fox will present his Spring coat and suit collection to the press. (Note Change Of Time). By invitation. Showings Nov. 4 and 11 at 10:30 A.M. By appointment. Contact: Sally McDonald, LO. 4-3246.		
Tuesday Oct. 28 12:00 Noon Luncheon	PREVIEW OF SPRING COLLECTION	SEMONT, INC.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Semont will present their Spring collection for press and buyers. By invitation. Continuous daily. Contact: Bill Kalman, WI. 7-6845.		
Tuesday Oct. 28 1:00 P.M.	OPENING OF SPRING COLLECTION	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	Showing of Talmack's Spring collection, designed by John Moore, Oct. 28, 29, 30 at 1:00 P.M. By appointment. Contact: BR. 9-1195.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 28 4:00 P.M.	PREVIEW OF SPRING PETITE FASHIONS	MORT SCHRADER "JEUNES PETITES"	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Designed by Loet van der Veen. By invitation. Trade daily at 4:00 P.M. through Oct. 31. Publicity: Betty Yarmon, LO. 4-9194.		
Tuesday Oct. 28 4:00 P.M.	OPENING: SPRING AND RESORT COLLECTION	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
	Cocktail ensembles and evening Spring and Resort collection, designed by Jean Marchand, formerly of Dior-Paris. Also, Oct. 30 at 4:00 P.M. By reservation. Contact: PE. 6-2663. Publ.: Mathews-Latham, MU. 7-5447.		
Wednesday Oct. 29 10:30 A.M.	OPENING: SPRING COATS SUITS AND ENSEMBLES	ARTHUR JABLOW	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	By reservation. Daily thereafter at 10:30 A.M. Contact: Lee Jablow, LA. 4-3404. Publicity: Rose Hilton, MU. 5-5133.		
Wednesday Oct. 29 4:00 P.M.	PREVIEW: "CHRISTINA" DRESS COLLECTION	TINA LESER, INC.	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Tina Leser will present her new "Christina" dress collection to the press. By invitation. Daily thereafter at 10:30 A.M. Contact: LO. 5-7514. Publicity: Maxwell Gray, 527 Lexington Ave., PL. 3-5556.		
Thursday Oct. 30 11:00 A.M.	PRESS PREVIEW: SPRING COAT & SUIT COLLECTION	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
	Preview for press of Frank Gallant's Spring coats and suits. By invitation. Trade showings at 9:15 A.M. Tues., Wed., Thurs., beginning Nov. 4. (Note New Time For Trade Shows). Contact: Herbert Gallant, LA. 4-7285.		
Thursday Oct. 30 12:00 Noon Luncheon	PREVIEW: RESORT, SPRING AND SUMMER COLLECTION	QUEEN CASUALS (1410 BROADWAY)	HOTEL PLAZA BAROQUE ROOM
	Press preview of Queen Casuals collection of action sportswear and beach fashions. By invitation. Contact: Muriel Solomon, WI. 7-1381.		
Friday Oct. 31 10:00 A.M.	PRESS PREVIEW: SPRING SUIT COLLECTION	RICHARD KOLMER, INC.	205 WEST 39TH STREET SHOWROOM - 2ND FLOOR
	"Silhouettes Internationale"--a collection of suits for Spring. By invitation. Publicity: Betty Gardner at Edward M. Meyers Assoc., JU. 2-2224.		
Friday Oct. 31 10:30 A.M.; 2:00 P.M.	PREVIEW: SPRING COAT AND SUIT COLLECTION	ZELINKA-MATLICK	512 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Zelinka-Matlick will present their Spring coat and suit collection to the press and resident buyers. By invitation. Trade showings beginning Mon., Nov. 3 at 11:45 A.M. Contact: Gerald Matlick, BR. 9-5100.		
Monday Nov. 3 5:00 P.M.	PRESS PREVIEW: RESORT AND SPRING COLLECTION	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Preview for press at 5:00 P.M. By invitation. Trade showings, Nov. 5, 6 at 2:30 P.M.; Nov. 7 at 10:30 A.M. By appointment. Contact: Marge Conner, LO. 3-1600.		
Beginning Monday Nov. 3	OPENING OF SPRING COAT COLLECTION	BAITCH & CASTAIDI, INC.	230 WEST 39TH STREET SHOWROOM-12TH FLOOR
	Continuous daily showings of Spring coat collection. Contact: LO. 4-8220.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Nov. 3	OPENING OF BOYS' SPRING COLLECTION The "Golden Era", in sportswear for little gentlemen, 12 months to 12 years. By appointment. Publicity: Ruth Shaw Assoc., WI. 7-2562.	HI-LINE	112 WEST 34TH STREET SHOWROOM - 8TH FLOOR
Nov. 4	ELECTION DAY (TUESDAY).		
Tuesday Nov. 4 10:30 A.M.	OPENING OF SPRING COAT & SUIT COLLECTION Showings Nov. 4, 7, 12, 18. By appointment. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Tuesday Nov. 4 12:00 Noon	OPENING: RESORT AND SPRING COLLECTION Junior dresses and separates, Nov. 4, 5, 6, 10, 12, 13 at 12:00 Noon. By reservation. Contact: Audrey Waymouth, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday Nov. 4 1:00 P.M.	OPENING OF SPRING JUNIOR COLLECTION Showing of Mr. Mort's Spring junior dress collection Nov. 4, 5 and 6 at 1:00 P.M. By admission card only. Contact: Jean Ring, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Tuesday Nov. 4	OPENING OF SPRING COAT COLLECTION By appointment only. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Beginning Tuesday Nov. 4	OPENING: SPRING & SUMMER BRIDESMAIDS FASHIONS Continuous daily showings. Contact: Bill Rosenberg, WI. 7-0511.	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday Nov. 5 10:30 A.M.	SPRING COAT AND SUIT ORIGINALS Preview of the Wm. Devitz coat and suit originals for press and buyers. By invitation. Thereafter at 10:30 A.M. Publ.: Julia Berren, WI. 7-4717.	WM. DEVITZ & CO.	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
Wednesday Nov. 5 11:00 A.M.	OPENING OF SPRING DRESS COLLECTION Eloise Curtis will present her Spring dresses for juniors at 11:00 A.M. daily. Contact: PE. 6-4885.	ELOISE CURTIS, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Nov. 5 2:00 P.M.	PRESS PREVIEW: SPRING JUNIOR FASHIONS Preview of Spring junior dress collection with showings at 2:00 P.M. daily. By invitation. Contact: Bettye Whiteman, CH. 4-8876. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE DRESS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday Nov. 5 4:00 P.M. Cocktails	PREVIEW OF SPRING JUNIOR FASHIONS Preview of Spring junior dresses and costumes designed by Patrick Porter. By invitation. Continuous daily thereafter. Contact: LO. 4-1434.	JUNIOR ACCENT	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday Nov. 6 10:30 A.M.; 2:30 P.M.	OPENING OF SPRING BRIDAL COLLECTION Murray Hamburger Spring bridal collection at two showings. By reservation. Continuous daily thereafter. Contact: Florence Hamburger, BR. 9-2680.	MURRAY HAMBURGER & CO.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR

MUSIC...MOVIES...THEATRE

Monday Oct. 20 — OPENING: "FAMILY REUNION" PHOENIX THEATRE, 2ND AVE. & 12TH ST.
Lillian Gish, Florence Reed and Fritz Weaver will star in the T.S. Eliot play, presented by T. Edward Hambleton and Norris Houghton. Dir.: Stuart Vaughn. Costumes: Will Stevens Armstrong. Publ.: Ben Kornzweig, JU. 2-2490.

Tuesday Oct. 21 — OPENING: "ONCE MORE WITH FEELING" NATIONAL THEATRE, 208 WEST 41ST STREET
Co-starring Arlene Francis and Joseph Cotton, featuring Walter Matthau, Leon Belasco and Paul Richards, the comedy by Harry Kurnitz will be presented by Martin Gabel and Henry Margolis. Director: George Axelrod. Settings: George Jenkins. Costumes: Michael Travis. Publicity: Richard Maney, CI. 7-4646.

Wednesday Oct. 22 — OPENING: "THE PLEASURE OF HIS COMPANY" LONGACRE THEATRE, 220 W. 46TH ST.
Cornelia Otis Skinner, Cyril Ritchard and Charles Ruggles will star in a romantic comedy by Miss Skinner and Samuel Taylor. Presented by the Playwrights Co. and Frederick Brisson. Director: Mr. Ritchard. Costumes: Edith Head. Publicity: William Fields, PL. 7-6846.

Thursday Oct. 23 — PREMIERE: "TOSCA" (Movie) TRANS-LUX NORMANDIE THEATRE, 110 W. 57TH ST.
Commemorating the birth of the composer Puccini, S. Hurok will present the Cinecita production, in CinemaScope and color, starring Franca Duval, Franco Corelli, featuring the voice of Maria Caniglia. Director: Carmine Gallone. Publicity: Noel Meadow, IO. 5-7763.

Friday Oct. 24 — PREMIERE: "TORPEDO RUN" (Movie) CAPITOL THEATRE, B'WAY & 51ST STREET
Co-starring Glenn Ford, Ernest Borgnine and Diane Brewster, the MGM movie in CinemaScope and Color, about a submarine commander in search of the Japanese flagship during the Pearl Harbor attack. Producer: Edmund Grainger. Director: Joseph Pevney. Publicity: Dan Terrell, JU. 2-2000.

Tuesday Oct. 28 — OPENING: "PATATE" HENRY MILLER THEATRE, 124 W. 43RD ST.
Gilbert Miller will present the new comedy adapted by Irwin Shaw, starring Tom Ewell, and co-featuring Lee Bowman, Haila Stoddard and Susan Oliver. Director: Henry C. Potter. Costumes: Kathryn Miller. Publicity: Richard Maney, CI. 7-4646.

Wednesday Oct. 29 — OPENING: "THE MARRIAGE GO-ROUND" PLYMOUTH THEATRE, 236 WEST 45TH STREET
Co-starring Claudette Colbert and Charles Boyer, the Leslie Stevens comedy, presented by Paul Gregory. Director: Joseph Anthony. Sets: Donald Oenslager. Costumes: Antonio Castillo. Publicity: Karl Bernstein, CI. 6-0427.

Thursday Oct. 30 — OPENING: "THE MAN IN THE DOG SUIT" CORONET THEATRE, 230 WEST 49TH STREET
Jessica Tandy and Hume Cronyn will co-star in the comedy based on Edwin Corle's novel, "Three Ways To Mecca". Presented by Producers Theatre and featuring Cathleen Nesbitt and Roland Winters. Director: Ralph Nelson. Costumes: Anna Hill Johnstone. Publicity: Harvey Sabinson, CI. 6-0856.

Tuesday Nov. 4-Dec. 6 — BERYOZKA RUSSIAN FOLK BALLET BROADWAY THEATRE, B'WAY & 53RD STREET
The premiere in America, from Moscow, the group consists of 65 dancers and singers. Presented by Sol Hurok for a five week engagement. Publicity: Martin Feinstein, CI. 5-0500.

Wednesday Oct. 22 — OPENING: HILDEGARDE SHOW HOTEL PLAZA - PERSIAN ROOM
A one-woman show by Hildegarde, who will wear fashions by Jo Copeland, Fontana, Irene, and Yanni. Publicity: Eve Siegel, 405 E. 54th St., MU. 8-4598.